

Message Text

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PAGE 01 STATE 087636
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

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COM/BIC/OIM/RGARNITZ
COM/DIBA/PA/RAMDUR
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COM/BIC/OIM/DM/PFIELD
COM/BIC/OIM/DM/TMOORE
COM/BIC/OIM/DM/HLINDSTROM

-----201016Z 019326 /10

R 191853Z APR 77
FM SECSTATE WASHDC
TO AMEMBASSY BELGRADE
AMEMBASSY PARIS
AMCONSUL MILAN

UNCLAS STATE 087636

FOR BELGRADE FOR WALLER, CARLSON, THOMAS

PARIS FOR COMAFF/BLODGETT, USTC/STRONG FOR MILAN FOR USTC/
WHITMAN.

E.O. 11652: N/A

TAGS:BEXP: YO, FR, IT

SUBJECT: VISIT OF FILM CREW

1. FILM DIRECTOR LEWIS BAER AND CAMERAMAN PINCKNEY
RIDGELL OF FEDERAL FILM PRODUCTIONS INC., WASHINGTON, D.C.
WILL VISIT ADDRESSEE POSTS IN MAY TO SHOOT SUITABLE
FOOTAGE FOR FILM ON INTERNATIONAL MARKETING INFORMATION
AVAILABLE TO U.S. BUSINESS FROM COMMERCE AND STATE.
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2. FILM IS BEING FUNDED BY COMMERCE'S OFFICE OF PUBLIC
AFFAIRS. OVERSEAS FOOTAGE WILL HAVE TWO PURPOSES: TO SHOW
HOW MARKET INFORMATION IS GATHERED AND TO DRAMATIZE ITS
RESULTING SALES OF U.S. PRODUCTS IN FOREIGN MARKETS.

3. BAER VISITED POSTS IN PARIS AND MILAN IN JANUARY TO

MAKE PRELIMINARY SURVEY. YUGOSLAVIA IS NOW BEING ADDED TO FILM SCRIPT BECAUSE U.S. PARTICIPATION IN NOVI SAD INTERNATIONAL AGRICULTURAL FAIR MAY 13-22 WILL ADD BREADTH AND VISUAL INTEREST TO THE FILM.

4. BAER AND RIDGELL WILL CARRY OWN CAMERAS AND SOUND EQUIPMENT. THEY WILL HIRE LOCAL FILM CREWS AND WILL RENT

LIGHTING EQUIPMENT AND OTHER ACCESSORIES. BAER HAS COMPLETED THESE ARRANGEMENTS FOR PARIS AND MILAN BUT REQUESTS USIS ASSISTANCE IN YUGOSLAVIA. LETTER IS EN ROUTE TO CARLSON AT EMBASSY BELGRADE DETAILING CREW AND EQUIPMENT REQUIREMENTS.

5. FOLLOWING IS ITINERARY AND WORK SCHEDULE FOR BAER AND RIDGELL. DATES FOR YUGOSLAVIA AND PARIS SHOULD BE CONSIDERED APPROXIMATE; BAER WILL CONFIRM THEM BY TELEPHONE FROM MILAN DURING FIRST WEEK OF MAY. FOR MILAN: WE UNDERSTAND MARKET RESEARCHER TRANCU WILL BE ABSENT DURING FILM CREW'S VISIT. SUBSTITUTE MEMBER OF TRANCU'S STAFF WHERE HIS NAME APPEARS ON FOLLOWING SCHEDULE.

MAY 1: TRAVEL WASHINGTON TO MILAN.

MAY 2-3: SCRIPT CONFERENCE WITH WHITMAN, PITTS, TRANCU; SURVEY FILM LOCATIONS; PREPARE PRODUCTION SCHEDULE.

MAY 4-6: PHOTOGRAPH REENACTMENT OF COMPUTER GMS MARKET RESEARCH INTERVIEWS.

MAY 9: SET UP FOR TRADE CENTER PHOTOGRAPHY.

MAY 10-12: PHOTOGRAPH EDP/USA EXHIBITION.

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MAY 15: ARRIVE BELGRADE.

MAY 16-17: RESEARCH AT EMBASSY. CAMERA INTERVIEW (IN OFFICE OR PREFERABLY ON LOCATION) WITH COMMERCIAL OFFICER WHO PREPARED EXPORT MARKET DIGEST ON AGRICULTURAL EQUIPMENT.

MAY 18-20: FILM COVERAGE OF NOVI SAD FAIR, FEATURING U.S. SECTION.

MAY 22: ARRIVE PARIS.

MAY 23: SCRIPT CONFERENCE WITH BLODGETT AND STAFF TO PLAN SEGMENT OF FILM WHICH WILL FEATURE COMMERCIAL INFORMATION PROVIDED BY THE FOREIGN SERVICE. THIS CAN INCLUDE SOME BUT PROBABLY NOT ALL OF THE FOLLOWING: FOREIGN ECONOMIC TRENDS AND OTHER CERP REPORTING, TOPS, A/DS, WTDR, AND A REENACTMENT OF INTERVIEWS FOR OPERATIONAL RESEARCH STUDY OF MARKET FOR SPORTS AND LEISURE EQUIPMENT. FOR OBVIOUS REASONS, VISUAL INTEREST WILL BE IMPORTANT CRITERION IN SELECTING WHICH ACTIVITIES WILL BE FILMED AND WHICH WILL BE COVERED NON-VISUALLY ON SOUNDTRACK. FOR EXAMPLE, ECON/ COMMERCIAL OFFICER CALLING ON FRENCH INDUSTRIALIST OR

OFFICIAL OF FRENCH MINISTRY OF TRADE HAS MORE VISUAL
INTEREST THAN DESK WORK AT EMBASSY.

MAY 24: SURVEY FILM LOCATIONS AND PREPARE PRODUCTION
SCHEDULE.

MAY 25-27: PHOTOGRAPH SELECTED INFORMATIONAL ACTIVITIES
OF EMBASSY ECON/COMMERCIAL STAFF.

6. QUESTIONS AND COMMENTS ON ABOVE SCHEDULE CAN BE
ADDRESSED TO COMMERCE FOR OIM/GOODSELL.
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Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
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Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
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Previous Handling Restrictions: n/a
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2761426
Secure: OPEN
Status: NATIVE
Subject: VISIT OF FILM CREW
TAGS: BEXP, YO, FR, IT, (BAER, LEWIS), (RIDGELL, PINCKNEY)
To: BELGRADE PARIS MULTIPLE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/79dab4a2-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009